

# Health Promotion Resource Guide

## Marketing a Weight Management Program



Marketing is more than putting up posters. It is using all available avenues of communication to sell the Weight Management Program (WMP) to participants, leadership, and other stakeholders.

### Visibility is the key.

Because Soldiers and their families move so frequently, keep the WMP as visible as possible.

How?

- Provide articles about the WMP to the installation **newspaper**. Be sure to include success stories.
- Work closely with the **PAO** office.
- Use **television**, **email**, and **radio** when possible.

HELPFUL HINT: Word of mouth is the most effective means of advertising.

Use program participants as marketing ambassadors.

### Pitfall to avoid

Emphasize that the WMP is about positive lifestyle changes. It is not a 'diet program.'

**Don't think *marketing* – think *communication*.**

### Make a plan.

- **Who** do you want to reach? **What** do they need to know? **How** can you get the message out effectively?
- Market the program to **everyone**: potential participants, potential partners, leadership, and the whole installation community.
- **Brainstorm** all the ways that the WMP can be marketed. (Think beyond posters and flyers.)
- **Piggyback** onto other health promotion programs. For example: everyone in the tobacco cessation program should know there is a WMP (and vice-versa).

### Communicate WMP results.

- Be **clear** and **concise**. Make your communication meaningful to your audience. (For example, a decrease in flagged Soldiers will get a Commander's attention.)
- Report more than just pounds lost. Include other measures of **behavior change** – like a decrease in fast food consumption or an increase in activity.

### Get the word out.

- Get time on the **inprocessing** calendar.
- Attend **leadership meetings** to promote the WMP.
- Make sure the **healthcare providers** at your installation know about the WMP.

### Tell a variety of success stories.

- Highlight both the “shining stars” **and** the “average” successes of your WMP.
- Don't ignore **other indicators** of behavior change (such as better stress management skills).

### Bottom line

Communicate before, during, and after the WMP to maintain participation and support.

For more Health Promotion Resource Guides, go to <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>.

For more information about the HPPI Program email: [hppi\\_program\\_info@amedd.army.mil](mailto:hppi_program_info@amedd.army.mil).